GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1886
ANSWERED ON:10.08.2006
INCREDIBLE INDIA CAMPAIGN .
Barman Shri Hiten;Masood Shri Rasheed

Will the Minister of TOURISM be pleased to state:

(a) Whether the Government has launched 'Incredible India Campaign' to promote tourism abroad; and

(b) If so, the achievements made there from during each of the last three years?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a): Yes, Sir. Incredible India Campaigns have been running in the global market in the last three years.

(b): The achievement in terms of increase in foreign tourist arrivals and foreign exchange earnings is as under:

Year	Foreign Tourist Arrivals	Foreign Exchange Earning
2003	2726214	Rs.16429 Cr.
2004	3457477	Rs.21603 Cr.
2005	3915324	Rs.25172.28 Cr.